



# Twitter #FAILS





# Rules of thumb.

1. Be careful who you endorse
2. Store personal account and PD account separately
3. "Don't feed the trolls"
4. Let us know right away if something has gone wrong so we can help.
5. Get a second opinion.

Cancel all my meetings.

Someone on the internet is wrong.



somecards.com

# Timing is everything.

A harmless tweet can be taken out of context based on what is happening in the department, city or country.



**American Rifleman**  
@NRA\_Rifleman

Follow



Good morning, shooters. Happy Friday!  
Weekend plans?

Reply Retweet Favorite

216  
RETWEETS

23  
FAVORITES



9:20 AM - 20 Jul 12 via HootSuite · Embed this Tweet



**Tesco**  
@Tesco



Follow

It's sleepy time so we're off to hit the hay!  
See you at 8am for more #TescoTweets

Reply Retweet Favorite ... More

RETWEETS  
2,699

FAVORITES  
643



2:00 PM - 17 Jan 2013



# everything.



**American Rifleman**

@NRA\_Rifleman



Follow



Good morning, shooters. Happy Friday!  
Weekend plans?



Reply



Retweet



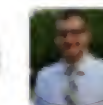
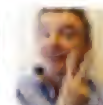
Favorite

**216**

RETWEETS

**23**

FAVORITES



9:20 AM - 20 Jul 12 via HootSuite · Embed this Tweet

**TESCO**  
every little helps

**Tesco**   
@Tesco



Follow

210  
RETWEETS

23  
FAVORITES



9:20 AM - 20 Jul 12 via HootSuite · Embed this Tweet



**Tesco**   
@Tesco



 Follow

It's sleepy time so we're off to hit the hay!  
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 Reply  Retweet  Favorite  More

RETWEETS  
2,699

FAVORITES  
643



2:00 PM - 17 Jan 2013



# Think twice before clicking send.

What may seem inoffensive to you could be offensive to others in your community.



Delta



Following

Congrats team #USA🇺🇸! Nice goal  
@clint\_dempsey @soundersfc! #USAvGHA  
#USMNT #DeltaSEA  
[pic.twitter.com/7C8iRzPzoa](https://pic.twitter.com/7C8iRzPzoa)

Reply Retweet Favorite More



RETWEETS  
8

FAVORITES  
4



5:08 PM · 19 Jun 2014

View media



The Home Depot



@HomeDepot




Which drummer is not like the others? See more @CollegeGameDay pics at [hdgameday.com](http://hdgameday.com)  
#HDgameday #football





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nity.



The Home Depot   
@HomeDepot



Which drummer is not like the others? See more @CollegeGameDay pics at [hdgameday.com](http://hdgameday.com)  
#HDgameday #football







Delta   
@Delta



Following

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**@clint\_dempsey @soundersfc! #USAvGHA**  
**#USMNT #DeltaSEA**  
[pic.twitter.com/7C8iRzPzoa](https://pic.twitter.com/7C8iRzPzoa)

 Reply  Retweet  Favorite  More



RETWEETS

8

FAVORITES

4



5:08 PM - 16 Jun 2014

[Flag media](#)

# Make sure your account is secure.

- Don't display passwords publicly
- Don't trust others with your account



@MarcJacobsIntl

Marc Jacobs Intl

Spelling is hard for me. I hate this job. Hope they find someone soon. Robert is picky! We have presented him with 50 people. He's not happy

23 Mar via Twitter for iPhone ☆ Favorite ↻ Retweet ↻ Reply

I find it ironic that Detroit is known as the [#motorcity](#) and yet no one here knows how to f[REDACTED]ing drive ☆

about 3 hours ago via web

↻ Reply ↻ Retweet



ChryslerAutos

Chrysler Autos



# our account is secure.



**@MarcJacobsIntl**

Marc Jacobs Intl

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about 3 hours ago via web

↻ Reply ↻ Retweet



ChryslerAutos

Chrysler Autos



# Don't make light of harsh situations.



Who's #notguilty about eating all the tasty treats they want?!

16 minutes ago via web

Retweeted by ContraDawg and 24 others



Never Forget [pic.twitter.com/74Br2rBL3A](http://pic.twitter.com/74Br2rBL3A)

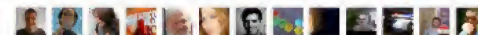
← Reply ↻ Retweet ★ Favorite ⋮ More



Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo> -KC

3 hours ago via Twitter for BlackBerry® ☆ Favorite ↻ Retweet ↩ Reply

Retweeted by juanmabaires and 67 others



It is a good idea to reference current affairs - **respectfully**. Dark humor is dangerous.



**@Entenmanns**


Entenmann's 

Who's #notguilty about eating all the tasty treats they want?!

16 minutes ago via web

Retweeted by ContraDawg and 24 others



**AT&T** 

@ATT





**AT&T** ✓  
@ATT

Never Forget [pic.twitter.com/74Br2rBL3A](https://pic.twitter.com/74Br2rBL3A)

← Reply   ↺ Retweet   ★ Favorite   ⋮ More





@KennethCole

Kenneth Cole

Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo> -KC

3 hours ago via Twitter for BlackBerry® ☆ Favorite ↻ Retweet ↩ Reply

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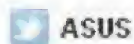




# A second opinion is helpful



The rear looks pretty nice. So does the new Transformer AIO. #Computex2012  
[pic.twitter.com/ajafmuDk](https://pic.twitter.com/ajafmuDk)




a day ago

ing that can be misrepresented as

## Double Check for spelling and grammar



The Associated Press   
@AP



Following

BREAKING: Dutch military plane carrying  
bodies from Malaysia Airlines Flight 17  
crash lands in Eindhoven.

 Reply  Retweet  Favorite  More

RETWEETS  
**1,648**

FAVORITES  
**145**



9:50 AM - 23 Jul 2014



**What if...?**

- 1. You made a spelling error?**
- 2. You accidentally Tweeted something inflammatory?**
- 3. You are being made fun of for a silly post?**
- 4. You say something that can be misrepresented as insensitive?**

